



# **Daily Dynamic Hydrator**

**(PRESENTATION SPEAKER NOTES)**

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# SLIDE 1

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**TITLE:** DAILY DYNAMIC HYDRATOR Powered By GeneXC® Technology

**SUBTITLE:** N/A

**SPEAKER NOTES:**

iS Clinical's new Daily Dynamic Hydrator, Powered by GeneXC® Technology

This presentation will look at Daily Dynamic Hydrators characteristics, study results, best practices and use.



## SLIDE 2

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**TITLE:** DAILY DYNAMIC HYDRATOR Powered By GeneXC® Technology

**SUBTITLE:** N/A

**SPEAKER NOTES:**

Daily Dynamic Hydrator

Powered by GeneXC® Technology to enhance skin vitality

This Clinically proven, 3-in-1 formula has been created to renew, hydrate, and defend the skin.

**Renews** and treating visible signs of aging.

**Hydrates** and rejuvenates the skin barrier.

**Defends** and protects the skin and cell function against environmental aggressors.

## SLIDE 3

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**TITLE:** DAILY DYNAMIC HYDRATOR Powered by GeneXC® Technology

**SUBTITLE:** RENEWING, HYDRATING, DEFENDS

**SPEAKER NOTES:**

Daily Dynamic Hydrator is a hydrator, powered by GeneXC® technology.

Like GeneXC Serum, it has epigenetic benefits with extremozymes and Vit C. This is a very important aspect to note on this product.

Daily Dynamic Hydrator transcends ordinary hydrators. This high-performance moisturizer is clinically proven to deliver deep, lasting hydration, defend against environmental stressors, and visibly improve signs of aging. Powered by GeneXC Technology, Extremozymes, and Vitamin C, this cutting-edge, elegant formulation protects against cellular damage and promotes a visibly brighter, more youthful complexion. Infused with botanically derived Exosomes and biomimetic, wrinkle-reducing peptides that restore skin firmness and revitalize aging skin.

RETAIL SIZE: 50 g e Net wt. 1.7 oz.

Distribution Channel: Daily Dynamic Hydrator is available through all channels.

## SLIDE 4

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**TITLE:** KEY INGREDIENTS

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**SKIN BARRIER, HYDRATION and MOISTURE:**

**Sodium Hyaluronate:** Natural hydrating molecule that works as a humectant that attracts and retains large amounts of water in the skin.

**Glucomannan:** is a carbohydrate derived from the Konjac Root (Voodoo Lilly). Provides intense hydration anti-aging benefits, drawing in even more water than sodium hyaluronate, enhancing skin elasticity and suppleness. It' gel-like texture, aids in the absorption of water and protects skin barrier, helping to lock in hydration and balance the skin's microbiome. It has been used in TCM for centuries, both oral and topically, for it's anti-aging benefits. Also, antibacterial. Rich in vitamins, proteins, lipids, and fatty acids.

**Sunflower Extract:** This extract comes from the entire plant, not the seed. It contains bioidentical lipids/linoleic acid, which is essential for a healthy skin barrier, locking in hydration and moisture.

**EXTREMOZYME:**

**Haberlea Rhodopensis Extract:** (AKA, Orpheus flower and is a resurrection plant) Is a potent antioxidant to protect skin and cells vital structures such as DNA from free radical damage. It is about repairing and protection against environmental stressors. It also provides skin conditioning properties to smooth, soften and hydrate as well as support collagen production and brighten the skin.

**ANTIOXIDANT, BRIGHTENING, COLLAGEN SYNTHESIS:**

**Tetrahexyldecyl Ascorbate, Ascorbic Acid, Gold, Proline, Dipalmitoyl Hydroxyproline:** Helps synthesize youthful, healthy collagen and maintain collagen structure. Proline + dipalmitoyl hydroxyproline: amino acids, important building blocks in the product of proteins. Help skin to retain moisture and improve elasticity. Rebuild damaged tissue and support healing, improving scars and sun damaged cells. Nutritional elements for healthy collagen.

**Caprooyl Tetrapeptide-3:** Bioidentical peptide required for synthesis of structural proteins in the ECM and DEJ. Improves synthesis of collagen VII and Laminin-5, both of which are required for a stronger adhesion of the epidermis to the dermis. Protein synthesis to improve the architecture of the skin to minimize the appearance of fine lines and deeper wrinkles and laxity.

**Tripeptide-1 (Copper Tripeptide-1):** Growth Factor Analog and emergency response molecule. Excellent for collagen synthesis and wound healing and repairing the structure of the skin.

## EXOSOMES:

**Plankton Extract:** Derived from marine plankton, known for skin conditioning properties. Plankton Extract provides many benefits for the skin including sending out anti-inflammatory messages. It is known to provide nourishment, hydration, cellular repair and antioxidant with anti-inflammatory benefits. Rich in essential nutrients and phytochemicals to protect against UV damage and have antioxidant effects to protect from photodamage and protecting DNA from environmental stressors, including pollution.

## MITOCHONDRIAL ENERGY:

**Vitamin B5:** (Panthenyl Triacetate) and Adenosine Triphosphate (ATP): assists with cellular and mitochondrial energy. ATP, the energy molecule, produced by the cell, so cells can work more efficiently and live longer.

## Additional Information:

**Extremozyme: Selaginella (sell-eg-i-nella) Lepidophylla (lep-i-doe-philla):** also known as a resurrection plant with hydrating properties and reduces TEWL. Rich in antioxidants and polysaccharides. This plant can survive decades without water and then come alive and thrive with water.

**Fun Fact:** Haberlea Rhodopensis Extract is a medicinal plant, protected by the law as its removal from nature is strictly prohibited. Haberlea is believed to have existed before the Ice Age. Its survival of over 20 million years is attributed to its remarkable anabiotic/restorative resistance to drought. When picked, it can remain dry for up to 30 months and then come back to life when watered. Scientific research showed that skin treated with Haberlea extract has exhibited increased collagen and elastin synthesis, reduction in UV-induced dermis oxidation, increased skin elasticity and increased skin radiance

## SLIDE 5

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**TITLE:** DAILY DYNAMIC HYDRATOR Powered by GeneXC® Technology

**SUBTITLE:** CLINICAL STUDY DATA

**SPEAKER NOTES:**

Daily Dynamic Hydrator currently has 2 clinical studies.

In Summary, we will look at:

- Gene Activation Study
- Microbiome Study

Everything reported in that studies qualified for statistical significance when analyzed.

## SLIDE 6

**TITLE:** DAILY DYNAMIC HYDRATOR Powered by GeneXC® Technology

**SUBTITLE:** GENE ACTIVATION STUDY

**SPEAKER NOTES:**

**GENE ACTIVATION STUDY**

This is an advanced study due to advances within science and technology. Very important information due to the nature of Daily Dynamic Hydrator with epigenetic effects and benefits. We are now able to look at many more genes since the launch of GeneXC Serum where we were only able to look at 165 different genes vs the entire human genome.

**STUDY OBJECTIVE**

Daily Dynamic Hydrator was evaluated for its ability to influence gene expression in the skin.

**SIGNIFICANCE OF STUDY**

Operational data about gene functions “turned on” or “turned off” explains the many ways a skin product may work to affect cells and tissues downstream from the genes. These are epigenetic effects. In any biological process, genes become activated as the first step and can be a sensitive measurement of product actions. All other physiological events then occur in response to the genes’ direction.

**RESULTS AND CONCLUSIONS**

This study sequenced the entire human genome, comprising approximately 20,000 – 25,000 genes. Differential gene expression for Daily Dynamic Hydrator compared to Control (normal saline/NS) were significantly demonstrated for 5,220 genes. The genes were grouped into families according to their jobs. 66 gene families were upregulated, and 17 gene families downregulated.

**66 Upregulated:**

- Antioxidant protection
- Cellular defense and immunity/DNA damage response
- Hydration
- Cell renewal and repair
- Skin barrier response, very important function of this product due to being a hydrator
- Anti-aging
- Cell signaling, cell communication
- Mitochondrial function, energy production

**17 Downregulated:**

- Anti-inflammatory



- There were messages between the families of genes where they would talk to each other such as with wound healing, clearing out the older, unhealthy and dying cells

This clinical study proved that the application of Daily Dynamic Hydrator talks back to the genes and the genes send out healthier and more youthful signals.

**Some epigenetic results deserve special mention.**

Antioxidant qualities are prominent, and 8 key genes were strongly upregulated, including 4-5-fold activity increases. All wound healing genes and many related genes were increased, several more than 3-fold. Important barrier and hydration genes were upregulated. ECM metabolism and integrity was upregulated in some genes. Signaling and recruitment between type-specific cells were upregulated but can also affect pro-inflammatory gene measurement. The results indicate that Daily Dynamic Hydrator is involved in positively, epigenetically influencing complex cellular processes in the skin.

## SLIDE 7

**TITLE:** DAILY DYNAMIC HYDRATOR Powered by GeneXC® Technology

**SUBTITLE:** SKIN HEALTH AND MICROBIOME STUDY DESIGN

**SPEAKER NOTES:**

**DAILY DYNAMIC HYDRATOR SKIN HEALTH & MICROBIOME STUDY**

**STUDY OBJECTIVE**

Several parameters indicative of skin health and microbiome status, were used to evaluate the effects of Daily Dynamic Hydrator on the skin.

**STUDY DESIGN**

This two-week study evaluated the effects of Daily Dynamic Hydrator on skin health. Forty females between the ages of 40 and 80 completed the study. All subjects had self-reported sensitive skin and visibly dry skin with flaking.

The ethnic distribution of subjects was as follows:

- 5 African American
- 5 Asian
- 25 Caucasian
- 5 Latin

Products used in the study, Cleansing Complex and Daily Dynamic Hydrator AM and PM. No other products, including an SPF.

Each of the following methods evaluated parameters indicative of skin health. Assessments were made on Day 0, Day 7, and Day 14 and were correlated with microbiome data at these time points.

- Skin microbiome health and diversity
- Skin barrier function via transepidermal water loss (TEWL)
- Skin hydration via corneometer
- Elasticity via elastimeter
- Lines and wrinkles assessment using a standardized assessment tool by a board-certified dermatologist (blinded) using randomized photos and focusing on 3 areas: horizontal forehead lines, glabellar frown lines, and periorbital lines.
- Subject questionnaire for consumer perception evaluation

## SLIDE 8

**TITLE:** DAILY DYNAMIC HYDRATOR Powered by GeneXC® Technology

**SUBTITLE:** SKIN HEALTH AND MICROBIOME STUDY RESULTS & CONCLUSIONS

**SPEAKER NOTES:**

**SIGNIFICANCE OF STUDY**

As more is learned about skin microbiomes, it is increasingly recognized as playing an integral and critical role in skin health and in various diseases and conditions of the skin. Skincare products that are able to influence the skin microbiome in positive ways and without causing harm would be valuable for maintenance and improvement of overall skin health.

Alpha diversity (measures if one has enough different species of the microbes on the skin to assess skin health) was assessed by the Shannon and Simpson indices. Beta diversity (assesses each species of microbes to see if there are enough organisms within them to say the species is healthy) was also assessed. Statistical analyses were performed, including box plots for skewness.

The Shannon index and the Simpson index are alpha diversity indices used to measure the diversity within a sample or ecosystem. The Shannon index considers both the number of species (richness) and the evenness of their distribution, while the Simpson index focuses more on the dominance of the most abundant species.

**Shannon Index:** Calculates the diversity based on the number of species and how evenly they are distributed in a sample. A higher Shannon index value indicates greater diversity, meaning more species and more even distribution among them. The Shannon index is an information statistic, assuming that all species are represented in the sample and randomly sampled.

**Simpson Index:** Measures the probability that two randomly selected individuals from a community belong to the same species. A higher Simpson index value indicates lower diversity, meaning more individuals belong to the same dominant species. The Simpson index is a dominance index, giving more weight to common or dominant species.

**VapoMeter:** Transepidermal water loss (TEWL) and barrier function. This is important to measure for dehydration which is a key indicator of skin barrier health. Accurate measurements of TEWL are important for a wide range of clinical and personal care applications. Barrier was maintained with Daily Dynamic Hydrator.

**MoistureMeterSC:** Measures hydration

**ElastiMeter:** Measures elasticity

**Dermatologist evaluation of wrinkles and fine lines:** Glabellar lines, horizontal forehead lines, periorbital lines

## SUMMARY RESULTS & CONCLUSIONS

- Daily Dynamic Hydrator supports skin microbiome diversity.
- This product supports the maintenance of a healthy skin microbiome without disruption.
- Throughout the study, this product was not associated with the growth of any potentially “harmful” or opportunistic skin microbiome organisms, such as *S. aureus*.
- Hydration improved by 33% during the study with use of the product.
- Elasticity improved by 14% during the study.
- Skin barrier function, as measured by TEWL, was maintained throughout the study.
- The results of the subject questionnaire were highly favorable and compatible with elevated consumer perceptions of the product.
- The laboratory performing the study awarded Daily Dynamic Hydrator the “MAINTAINS THE MICROBIOME” seal. The lab assures that quantifiable data and scientifically significant markers back the seal and certification.

### Additional Information:

**Summary:** There was very good diversity and total counts, Alpha and Beta diversity maintained when product was applied onto the skin. This led to our seal, “Maintains the Microbiome”.

**Fun facts:** In our bodies, there are 10x as many microbes as cells. 200lb person, 6-8 lbs. of health microbes within the body to make us healthy.

**The skin microbiome,** is a collection of microorganisms, ecosystem, that live in symbiosis within one another and play a crucial role in skin health (viruses, bacteria, fungi, mites). This has become a focal point in skincare. Scientists have found that supporting a balanced microbiome can improve the skin’s natural defenses and reduce sensitivity.

## SLIDE 9

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**TITLE:** DAILY DYNAMIC HYDRATOR Powered by GeneXC® Technology

**SUBTITLE:** SKIN HEALTH AND MICROBIOME

**SPEAKER NOTES:**

The name of the study is **Skin Health and Microbiome Study**, however this study assessed additional parameters, all related to skin health.

**SKIN BARRIER FUNCTION ANALYSIS**

TEWL measurements were taken for right cheek, left cheek, and central forehead. Percentage changes were calculated from baseline for each time and statistically analyzed for significance ( $p < 0.05$ ), as shown in the graph.

There were no significant differences in TEWL across the time periods of the study, indicating preservation of skin barrier function during use of Daily Dynamic Hydrator.

Some products contain ingredients that can cause disruption to skin barrier such as resurfacing or temporary inflammation. Daily Dynamic Hydrator maintained barrier function.

**SKIN HYDRATION ANALYSIS**

A moisture meter was used to measure the hydration at the level of the skin's surface, the stratum corneum, on the right cheek and left cheek. Percentage changes in these measurements were calculated for the various time points and statistically evaluated for significance ( $p < 0.05$ ).

During the first 7 days of use, there was a 25% increase in hydration from using Daily Dynamic Hydrator. Throughout the entire 14 days of the study, there was a 33% increase in skin hydration. Daily Dynamic Hydrator was found to improve skin hydration over time.

**SKIN ELASTICITY ANALYSIS**

An elastimeter was used to measure skin elasticity on both the right cheek and left cheek and results were statistically evaluated ( $p < 0.05$ ). There was a 14% improvement in elasticity during the latter half of the study and an overall 12% improvement throughout the entire 2-week study. Daily Dynamic Hydrator was found to improve skin elasticity over time.

## SLIDE 10

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**TITLE:** DAILY DYNAMIC HYDRATOR Powered by GeneXC® Technology

**SUBTITLE:** SKIN HEALTH AND MICROBIOME - CLINICAL DATA: IMPROVEMENTS IN LINES AND WRINKLES

*Images randomized and evaluated by a Board-Certified Dermatologist*

**SPEAKER NOTES:**

**DERMATOLOGY EVALUATION OF LINES AND WRINKLES**

High resolution images were evaluated by a board-certified dermatologist (blinded and impartial) using a standardized scale for accuracy to evaluate lines and wrinkles on randomized photos. These were statistically analyzed ( $p < 0.05$ ) for significance.

Daily Dynamic Hydrator significantly improved elasticity in all zones in this ranking order and decreased the severity of lines and wrinkles – glabellar frown lines (27%), horizontal forehead lines (23%), periorbital lines (17%).

**Additional Information:**

Assessment of lines and deep wrinkles was done by a board-certified dermatologist. It is important not to influence the grading. The dermatologists were given a standard rating scale by numbers to determine the severity of the wrinkles at different time periods. Photos were not presented in sequence. They were randomized, mixed up and not in order (baseline, day 7, and day 14). The Dermatologists did not know what was done or the time of application. This makes the study truly impartial.

# SLIDE 11

**TITLE:** DAILY DYNAMIC HYDRATOR Powered by GeneXC® Technology

**SUBTITLE:** SUBJECT QUESTIONNAIRES: SUBJECT ANALYSIS

**SPEAKER NOTES:**

Subjective data is information reported by the patient, often regarding their symptoms, sensations, and experiences.

**SUBJECT QUESTIONNAIRE**

Subjects evaluated the product for observed outcomes in multiple parameters at study conclusion. These results were highly statistically significant ( $p < 0.001 - 0.00464$ ).

**PERCENT OF SUBJECTS IMPROVED**

- Improved Lines/Wrinkles: 94.4%
- Improved Pigment Irregularities: 88.9%
- Improved Uneven Skin Tone: 94.4%
- Improved Pore Sizes: 88.9%
- Improved Skin Texture: 91.7%
- Improved Hydration: 94.4%
- Skin Looks And Feels Healthier: 91.7%
- Received Compliments About Skin: 77.8%
- Wished To Continue Using Product: 94.4%
- Product Compatibility with Skin: 97.2%
- Skin Looks Younger: 97.2%
- Calms Irritation: 91.7%
- Improved Skin Tightness: 80.6%
- Improved Plumpness: 97.2%
- Improved Flakiness: 94.4%

## SLIDE 12

**TITLE:** DAILY DYNAMIC HYDRATOR Powered by GeneXC® Technology

**SUBTITLE:** SUBJECT QUESTIONNAIRES: SUBJECT ANALYSIS

**SPEAKER NOTES:**

Objective data is information collected through direct observation and measurement, such as scientific measurements, physical assessments, and laboratory results.

The lab was able to quantify the degree of improvement reported by subjects—an impressive feat, as this type of measurement is often challenging. For example, rather than simply noting that the glabella improved, they were able to determine whether it improved by 5% or 55%, providing valuable precision beyond subjective feedback.

**AMOUNTS OF IMPROVEMENTS NOTED**

- 26% improvement in softness
- 27% smoothness
- 15% Calmness
- 40% brightness
- 41% evenness
- 57% hydration
- 35% plumpness
- 44% glow/luminosity
- 14% clarity
- 37% elasticity
- 28% skin balance
- 24% youthfulness
- 29% overall skin health

**DECREASED OCCURRENCES NOTED**

- 27% less irritation
- 31% less blotchiness
- 30% less redness
- 22% fewer breakouts (Daily Dynamic Hydrator is not occlusive and will not clog the pores. This is a nongreasy hydrator.)
- 23% less noticeable (smaller) pores



## SLIDE 13

**TITLE:** DAILY DYNAMIC HYDRATOR Powered by GeneXC® Technology

**SUBTITLE:** BEFORE & AFTER PHOTOS

**SPEAKER NOTES:**

Day 7 (1 week)

This two-week study evaluated the effects of Daily Dynamic Hydrator on skin health.<sup>1</sup>

Forty females between the ages of 40 and 80 completed the study. All subjects had self-reported sensitive skin and visibly dry skin with flaking.

Application protocol: Cleansing Complex followed by Daily Dynamic Hydrator were applied daily AM and PM for 14 days according to instructions provided by the study facility.

No other products were used during the study. Sun exposure was to be avoided.

**IMPROVEMENTS NOTED:**

Elasticity/Laxity especially in nasolabial fold, marionette lines and jowling.

Redness

Pores

Texture

Hydration

Wrinkles

Uneven tone

Pigment around eyes

## SLIDE 14

**TITLE:** DAILY DYNAMIC HYDRATOR Powered by GeneXC® Technology

**SUBTITLE:** BEFORE & AFTER PHOTOS

**SPEAKER NOTES:**

Day 7 (1 week)

IMPROVEMENTS NOTED:

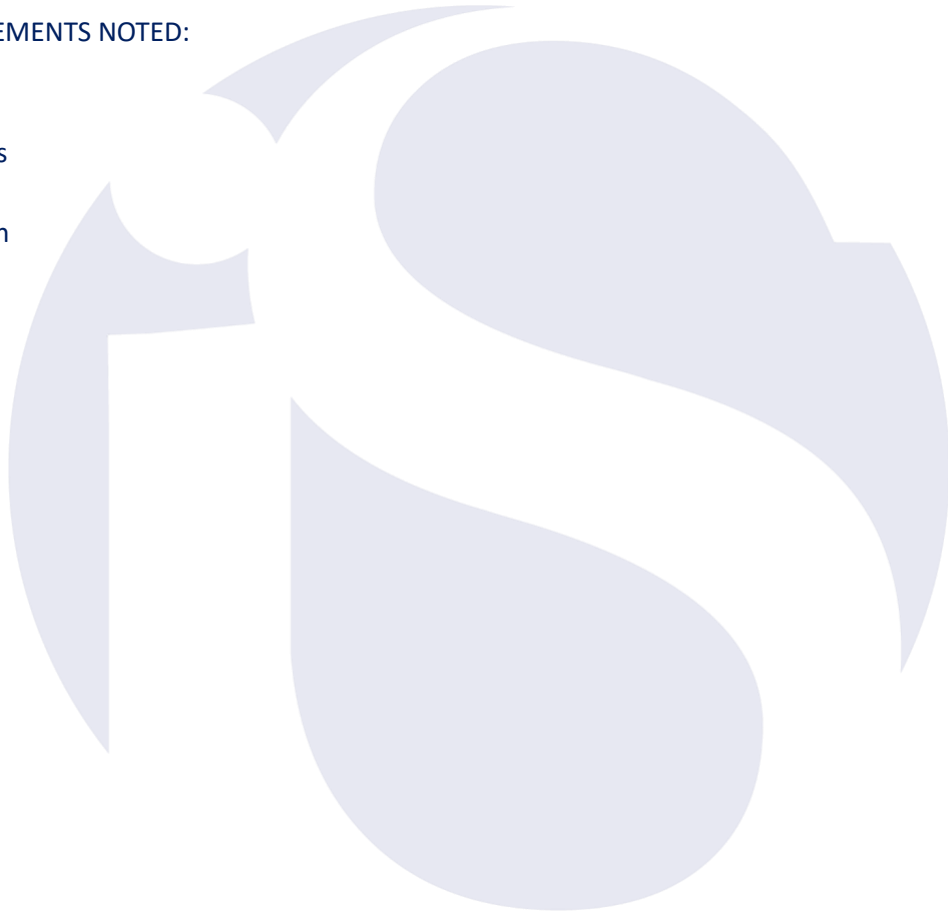
Texture

Wrinkles

Crepiness

Flakiness

Hydration



## SLIDE 15

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**TITLE:** DAILY DYNAMIC HYDRATOR Powered by GeneXC® Technology

**SUBTITLE:** BEFORE & AFTER PHOTOS

**SPEAKER NOTES:**

Day 14 (2 weeks)

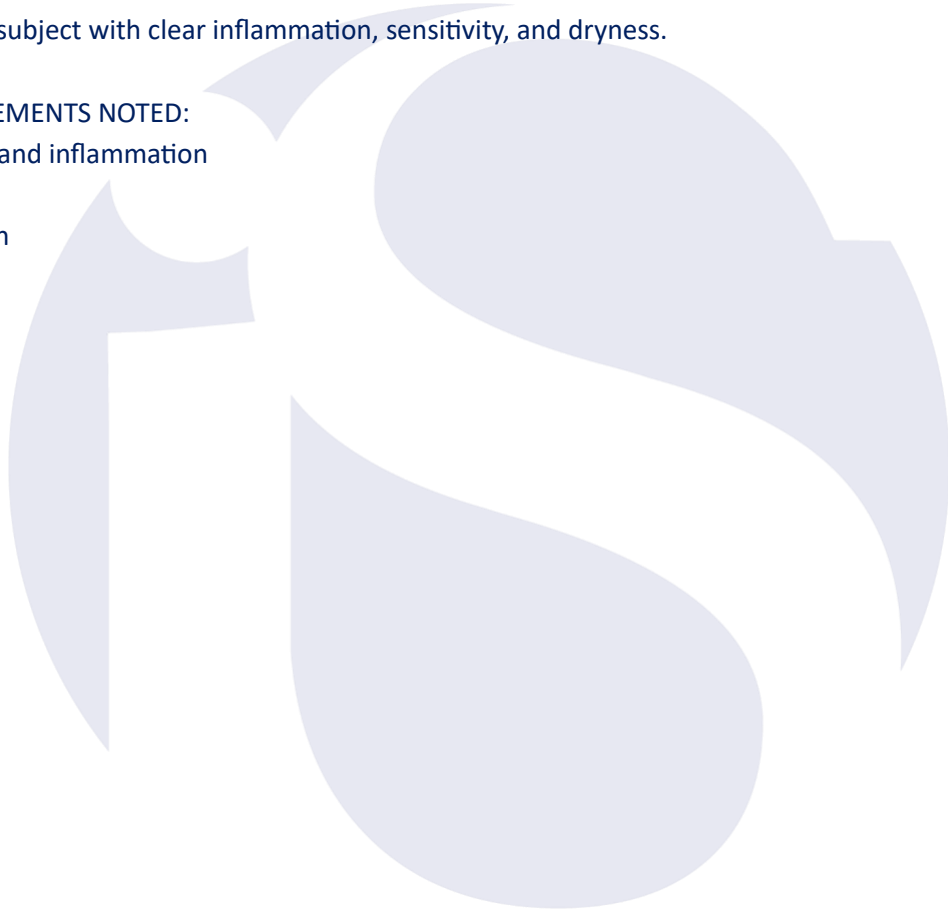
Younger subject with clear inflammation, sensitivity, and dryness.

IMPROVEMENTS NOTED:

Redness and inflammation

Texture

Hydration



## SLIDE 16

**TITLE:** DAILY DYNAMIC HYDRATOR Powered by GeneXC® Technology

**SUBTITLE:** BEFORE & AFTER PHOTOS

**SPEAKER NOTES:**

Day 14 (2 weeks)

IMPROVEMENTS NOTED:

Elasticity/Laxity especially in nasolabial fold, marionette lines and jowling.

Wrinkles

Redness

Hydration

Uneven tone



## SLIDE 17

**TITLE:** DAILY DYNAMIC HYDRATOR Powered by GeneXC® Technology

**SUBTITLE:** BEFORE & AFTER PHOTOS

**SPEAKER NOTES:**

Day 14 (2 weeks)

Younger subject, damaged sensitive and dehydrated skin but has oilier skin. Daily Dynamic Hydrator helped with balancing the excess sebum production, reducing inflammation.

**IMPROVEMENTS NOTED:**

Redness

Excess oiliness

Pores

Wrinkles, especially the nasolabial fold

## SLIDE 18

**TITLE:** DAILY DYNAMIC HYDRATOR Powered by GeneXC® Technology

**SUBTITLE:** INCORPORATING INTO HOME CARE REGIMENS

**SPEAKER NOTES:**

Daily Dynamic Hydrator is a medium weight moisturizer with a silky and velvety finish.

It is important to remember, it is designed to greatly increase hydration (visible and physical dryness), soothe red, inflamed and irritated skin, assist with cellular repair and renewal, improve signs of aging including photodamage, all about keeping the skin hydrated, healthy, and strong.

It's about epigenetics within the gene families (upregulation and down regulation) The skin will look younger because it is acting younger!

Instant gratification with long-term benefits.

Sodium hyaluronate, glucomannan, with sunflower extract/linoleic acid providing intense hydration, protecting skin barrier, and restoring radiance

Regenerative and environmental protection ingredients soften fine lines, deeper wrinkles, loss of elasticity by strengthening architecture of the skin, brightening affects, and protecting and repairing cell function.

Daily Dynamic Hydrator may be paired with any iS Clinical Treat product pertaining to the client's skin condition.

## SLIDE 19

**TITLE:** DAILY DYNAMIC HYDRATOR Powered by GeneXC® Technology

**SUBTITLE:** N/A

**SPEAKER NOTES:**

**WHO IS IT FOR?**

SKIN TYPES: ALL SKIN TYPES

**SKIN CONDITIONS:**

Dehydrated skin and TEWL

Inflamed, compromised, or irritated skin including erythema (redness)

Fine lines, wrinkles, and laxity

Photodamage

Post-procedure (use after skin has re-epithelialized)

**APPLICATION INSTRUCTIONS:**

Designed for use AM and/or PM.

AM: After cleansing, apply an iS Clinical Vitamin C Serum followed by a Daily Dynamic Hydrator and a Protect product of choice.

PM: After cleansing, apply an iS Clinical Treat product followed by Daily Dynamic Hydrator.

(Daily Dynamic Hydrator can also be applied to clean skin morning and evening.)

**UNIQUE SELLING POINTS:**

Reduces redness and inflammation with a lightweight, silky texture.

Excellent to apply prior to makeup for a smooth, hydrated complexion and flawless makeup application.

## SLIDE 20

**TITLE:** AGE MANAGEMENT: PREVENTION AND PREJUVENATION

**SUBTITLE:** N/A

**SPEAKER NOTES:**

SKIN TYPES: NORMAL TO DRY

Home Care Protocol for fine lines, wrinkles, uneven tone and texture.

Each protocol would include an iS Clinical Cleanser and iS Clinical sun protection of choice.

Recommend Morning Regimen:

CLEANSE: Cleansing Complex

TREAT: Super Serum Advance+

HYDRATE: Daily Dynamic Hydrator

PROTECT: iS Clinical sun protection of choice

Recommended Evening Regimen:

CLEANSE: Cleansing Complex

TREAT: Youth Complex or Retinol+ Emulsion 0.3

HYDRATE: Daily Dynamic Hydrator

2-3x per week:

Cleanse and apply Active Peel System Step 1 and Step 2 to clean skin. Do not use additional Treat products on the same evening as Active Peel System. A small amount of Daily Dynamic Hydrator may be applied following Step 2 of Active Peel System.

This two-Step System is presented with 2 separate packets:

Step 1

Using the pre-soaked pad, apply this gently and uniformly to face or other area of application (Decollete, back, arms, thighs. Be sure to avoid the eye area and mucus membranes.)

Allow 1-3 minutes to dry

Step 2

Using the pre-soaked pad, apply this gently and uniformly to face or other area of application

Allow 1-3 minutes to dry

Apply Daily Dynamic Hydrator if additional moisture is preferred or needed based on skin condition



## SLIDE 21

**TITLE:** AGE MANAGEMENT: PREVENTION AND PREJUVENATION

**SUBTITLE:** N/A

**SPEAKER NOTES:**

SKIN TYPES: NORMAL, OILY, AND COMBINATION SKIN

Home Care Protocol for fine lines, wrinkles, blemishes, large or congested pores, uneven tone and texture.

Ideal regimen for menopausal skin, and clients with acne and aging concerns.

Each protocol would include an iS Clinical Cleanser and iS Clinical sun protection of choice.

Recommend Morning Regimen:

CLEANSE: Cleansing Complex

TREAT: Pro-Heal Serum Advance+

HYDRATE: Daily Dynamic Hydrator

PROTECT: iS Clinical sun protection of choice

Recommended Evening Regimen:

CLEANSE: Cleansing Complex

TREAT: Active Serum

HYDRATE: Daily Dynamic Hydrator

2-3x per week

Cleanse and apply Active Peel System Step 1 and Step 2 to clean skin. Do not use additional Treat products on the same evening as Active Peel System. A small amount of Daily Dynamic Hydrator may be applied following Step 2 of Active Peel System.

This two-Step System is presented with 2 separate packets:

Step 1

Using the pre-soaked pad, apply this gently and uniformly to face or other area of application (Decollete, back, arms, thighs. Be sure to avoid the eye area and mucus membranes.)

Allow 1-3 minutes to dry

Step 2

Using the pre-soaked pad, apply this gently and uniformly to face or other area of application

Allow 1-3 minutes to dry

Apply Daily Dynamic Hydrator if additional moisture is preferred or needed based on skin condition.

## SLIDE 22

**TITLE:** AGE MANAGEMENT: CORRECTION AND REJUVENATION

**SUBTITLE:** N/A

**SPEAKER NOTES:**

SKIN TYPES: MATURE SKIN, NORMAL TO DRY

Home Care Protocol for fine lines, deeper wrinkles, uneven tone and texture, laxity and photodamage.

Each protocol would include an iS Clinical Cleanser and iS Clinical sun protection of choice.

Recommend Morning Regimen:

CLEANSE: Cleansing Complex

TREAT: GeneXC Serum

HYDRATE: Daily Dynamic Hydrator

PROTECT: iS Clinical sun protection of choice

Recommended Evening Regimen:

CLEANSE: Cleansing Complex

TREAT: Youth Complex or Retinol+ Emulsion 0.3/1.0

HYDRATE: Daily Dynamic Hydrator

Every 3rd Evening or 1-2x per week: (Note, stop Retinol+ Emulsion 1.0 three (3) days prior)

Apply Extra Strength Active Peel Brightening System

This two-Step System is presented with 2 separate packets:

Step 1

Using the pre-soaked pad, apply this gently and uniformly to face or other area of application (Decollete, back, arms, thighs. Be sure to avoid the eye area and mucus membrane.)

Allow 1-3 minutes to dry

Step 2

Using the pre-soaked pad, apply this gently and uniformly to face or other area of application

Allow 1-3 minutes to dry

Apply Daily Dynamic Hydrator if additional moisture is preferred or needed based on skin condition.

## SLIDE 23

**TITLE:** AGE MANAGEMENT: CORRECTION AND REJUVENATION

**SUBTITLE:** N/A

**SPEAKER NOTES:**

SKIN TYPES: MATURE SKIN, NORMAL TO COMBINATION

Home Care Protocol for fine lines, wrinkles, blemishes, uneven tone and texture, laxity and photodamage.

Each protocol would include an iS Clinical Cleanser and iS Clinical sun protection of choice.

Recommend Morning Regimen:

CLEANSE: Cleansing Complex

TREAT: Brightening Complex

HYDRATE: Daily Dynamic Hydrator

PROTECT: iS Clinical sun protection of choice

Recommended Evening Regimen:

CLEANSE: Cleansing Complex

TREAT: Youth Complex or Retinol+ Emulsion 0.3/1.0

HYDRATE: Daily Dynamic Hydrator

Every 3rd Evening, 1-2x per week: (Note, stop Retinol+ Emulsion 1.0 three (3) days prior)

Apply Extra Strength Active Peel Brightening System

This two-Step System is presented with 2 separate packets:

Step 1

Using the pre-soaked pad, apply this gently and uniformly to face or other area of application (Decollete, back, arms, thighs. Be sure to avoid the eye area and mucus membrane.)

Allow 1-3 minutes to dry

Step 2

Using the pre-soaked pad, apply this gently and uniformly to face or other area of application

Allow 1-3 minutes to dry

Apply Daily Dynamic Hydrator if additional moisture is preferred or needed based on skin condition.

## SLIDE 24

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**TITLE:** DAILY DYNAMIC HYDRATOR Powered by GeneXC® Technology

**SUBTITLE:** RETAILING AND SELL-THROUGH

**SPEAKER NOTES:**

Now that we've explored the science and performance behind Daily Dynamic Hydrator, let's shift gears and talk strategy—specifically, how to effectively retail this innovation. From positioning to patient communication, we'll walk through the tools and tactics that can help drive strong sell-through and make this a go-to solution in your practice or retail setting.



## SLIDE 25

**TITLE:** iS CLINICAL'S MOISTURIZER DIFFERENCES

**SUBTITLE:** N/A

**SPEAKER NOTES:**

These 3 very important hydrating and moisturizing products, all very important to our portfolio and all unique for the particular client. Who gets what? (based on skin type and texture preference)

1. Moisturizing Complex:

Texture - Medium viscosity, white to off-white opaque cream

Moisturizing Complex is a lightweight hydrator that has an antioxidant-rich formulation packed with powerful botanicals, natural vitamins, potent antioxidants, as well as essential bio-nutrients, which work synergistically to help support locking in hydration and moisture to protect skin barrier against environmental aggressors.

Created for skin that is more normal, combinations skin types (leaning more oily or dry)

This formula is an effective and truly versatile moisturizer for clients that want a more lightweight application, possibly in more hot humid clients, clients battling excess sebum production yet dehydrated, and men love its light hydration. Beautiful non greasy finish

Application:

AM: After cleansing, apply an iS Clinical Treat product based on the client's skin concerns or condition. Follow with Moisturizing Complex and an iS Clinical sunscreen of choice each morning.

PM: After cleansing, apply an iS Clinical Treat product based on the client's skin concerns. Follow with Moisturizing Complex.

2. Reparative Moisture Emulsion is one of our most popular moisturizers worldwide.

Texture: white to off-white, semi-viscous opaque cream

Reparative Moisture Emulsion is a medium weight moisturizer that is designed for normal, dry/dehydrated, and sensitive skin types battling fine lines, wrinkles, and loss of elasticity as well as for clients with more normal, and combination skin. (anyone with Photodamaged skin)

This intensive and rejuvenating moisturizer is formulated with bioidentical ingredients such as peptides and antioxidants, that are easily recognized and accepted by the skin and cells.... Also found within the formulation is our Extremozyme technology protecting the vital structures found within our cells such as our DNA. This formulation treats, hydrates, rejuvenates and protects the skin barrier and cellular function.

Perfect to pair with products and treatments that may temporarily induce some minor disruption to the skin barrier.

This formulation is excellent for using under makeup, for a more silky and consistent application and aids in a smoother softer appearance.

Your skin will look and feel healthy, radiant, and will be fortified to fight the nastiest of environmental aggressors.

**Application:**

AM: After cleansing, apply an iS Clinical Treat product based on the client's skin concerns or condition. Follow with Reparative Moisture Emulsion and an iS Clinical sunscreen of choice each morning.

PM: After cleansing, apply an iS Clinical Treat product based on the client's skin concerns or condition. Follow with Reparative Moisture Emulsion.

### 3. Daily Dynamic Hydrator Powered by GeneXC<sup>®</sup> Technology to enhance skin vitality.

**Texture:**

This Clinically proven, high performing 3-in-1 formula is ideal for normal, dry, and sensitive skin types to help to treat visible signs of aging and provides many epigenetic benefits, defending and protecting DNA, rejuvenating and hydrating skin barrier and supporting a healthy microbiome, generating cellular renewal and repairing, and aiding in cellular energy.

Daily Dynamic Hydrator provides instant intense hydration, softening deep lines and brightening the skin.

Powered by GeneXC Technology, this advanced formulation combines an exclusive potent blend of Vitamin C and Extremozymes to visibly brighten and protect the skin. Additionally, it contains Exosomes and a powerful peptide to aid in visibly improving firmness, elasticity and smoothing fine lines while proactively defending from further signs of aging.

This velvety and luxurious emulsion is Ideal for aging with pigmentation and very beneficial for clients with battling visible dryness with an impaired barrier function, sensitive or sensitized skin, leaving the skin feeling hydrated and protected.

**Application:**

AM: After cleansing, apply an iS Clinical Treat product based on the client's skin concerns or condition. Follow with Daily Dynamic Hydrator and an iS Clinical sunscreen of choice each morning.

PM: After cleansing, apply an iS Clinical Treat product based on the client's skin concerns or condition. Follow with Daily Dynamic Hydrator.

## SLIDE 26

**TITLE:** RETAILING AND SELL-THROUGH

**SUBTITLE:** N/A

### **SPEAKER NOTES**

For retailing and sell-through of the Daily Dynamic Hydrator it is essential to understand the importance and “call to action” of this 3-in-1 product and what it can do to optimize your clients’ outcomes.

- Expand the Daily Dynamic Hydrator onto the neck and décolleté, as well as onto aging arms and hands, wonderful for the skin of the body.
- Incorporate the Daily Dynamic Hydrator into your professional treatments to help strengthen the service to retail conversion. Apply it as the Hydrator at the end of the treatment and allow your client to see and feel the benefits of this product. After applying, hold up a mirror and share the instant gratification of how hydrated and nourished the skin appears after the application. Additionally, have your client massage it themselves on to the back of their hand so they can experience the velvety silky texture.
- Due to the regenerative and hydrating effects of the Daily Dynamic Hydrator, incorporate the product into a preconditioning regimen prior to more powerful in-clinic treatments to help strengthen and prepare the skin. Such as with preconditioning the skin to receive the Fire & Ice, Flash Brightening Peel and our Prodigy Peel System and Prodigy Peel Pro System, and energy-based device treatments.
  - Hydrate – hydrated skin accepts the ingredients much more evenly into the skin and allows for proper clinical endpoints
  - Strengthens and provides energy for the skin and cells to work and heal more efficiently
  - Strengthens skin barrier
  - Minimizes inflammation
- Post treatment, continue to use in home care regimen to protect freshly treated skin from environmental aggressors